

# MILLIEU<sup>®</sup>

*Media Pack*



## MISSION STATEMENT

In *MILIEU*, every story captures the look and feel, the mood and character, the style of a place – its milieu. The milieu that defines a great house or garden, the unique character of a design professional, the messages conveyed in a thoughtful essay about home life, the creative strategies for accomplishing the look you want for your home – these are the elements of our magazine.

Founded and edited by Houston-based, visionary interior designer Pamela Pierce, *MILIEU* recognizes there is a vast swath of America and beyond where interior design and its practitioners embrace a different – and exhilarating – aesthetic. Our editorial content and startling photography reflect our commitment to enlighten, entertain, and enliven readers on every page.

*MILIEU* not only honors the best of interior design, but also seeks to be a leading force in creating it.



## READER DEMOGRAPHICS

*MILIEU* speaks directly to readers who are sophisticated about design, worldly, well-traveled, and possess a discerning eye, but who also are playful, free-spirited, insatiably curious, and unafraid of the new and the bold.

### TARGETED READERSHIP

#### Age

Median Age 45

#### Education

Attended or Graduated College

#### Occupation

Professional

#### Median Household Income

\$175,000

#### Home Ownership

Own a Home • 95%

Own a Second Home • 20%

#### Median Value of Principal Residence

\$750,000

#### Travel

Have Traveled Abroad • 40%



## NEWSSTAND DISTRIBUTION

*MILIEU* distributes its magazines each quarter to newsstands, subscribers, and professional offices in major metro areas throughout the country and abroad. Below is a condensed list of airports and retailers that carry *MILIEU*.

### Domestic Airports

Los Angeles International Airport (LAX)  
San Francisco International Airport (SFO)  
Dallas Fort Worth International Airport (DFW)  
Dallas Love Field Airport (DAL)  
George Bush International Airport (IAH)  
William P. Hobby Airport (HOU)  
Hartsfield-Jackson Atlanta International Airport (ATL)  
LaGuardia Airport (LGA)  
John F. Kennedy International Airport (JFK)  
Miami International Airport (MIA)  
Fort Lauderdale-Hollywood International Airport (FLL)  
West Palm Beach Airport (PBI)  
Select Private Airports

### Grand Central Terminal

#### National Retailers

Barnes & Noble  
Whole Foods  
Kroger  
Target  
Walgreens

#### Regional Retailers

Duane Reade  
Publix  
Harris Teeter  
Bristol Farms  
HEB

### International Newsstands

Montreal, Toronto, London, Paris, Madrid, Sydney



## MORE THAN PRINT

*MILIEU* has quickly become a preferred national shelter publication because *MILIEU* is more than a magazine.

### **Online**

On MILIEU-MAG.COM, visitors are exposed to current and previous articles as well as exclusive features found only on our website.

*MILIEU* dedicates banner spaces for our print advertisers to gain exposure with our website visitors.

Periodic emails are sent to *MILIEU* website subscribers to stay up to date with industry events, special promotions and more.

### **On The Go**

*MILIEU* is available on your computer, tablet or phone when purchased on Zinio.com, the world's largest digital newsstand.

### **Through Social Media**

Connecting with more than 30,000 followers around the world on Facebook, Instagram, Pinterest and Twitter, *MILIEU* posts exquisite photography to inspire and enlighten.

### **At Design Events**

*MILIEU* partners with industry focused events to meet, support and visit the dynamic design communities around the U.S.



## RATES & DEADLINES

### AD RATES (B/W OR 4C)

SIZE	1X RATE	4X RATE
COVER 2 SPREAD	\$18,819	N/A
COVER 3	\$ 9,889	N/A
COVER 4	\$ 11,538	N/A
SPREAD	\$ 14,973	\$ 13,474
FULL PAGE	\$ 8,289	\$ 7,584
1/3 PAGE MASTHEAD	\$ 6,868	N/A
1/2 PAGE VERT. FRONT	\$ 5,974	\$ 5,448
1/2 PAGE HORIZ. BACK	\$ 5,194	\$ 4,670
1/4 PAGE	\$ 3,209	\$ 2,896

*Rates and space units are subject to change without notice*

### AD DEADLINES

#### Winter 2017

Issue Date • December 1, 2016  
Closing Date • October 17, 2016  
Ad Materials Deadline • October 19, 2016

#### Spring 2017

Issue Date • March 15, 2017  
Closing Date • January 30, 2017  
Ad Materials Deadline • February 1, 2017

#### Summer 2017

Issue Date • June 1, 2017  
Closing Date • April 17, 2017  
Ad Materials Deadline • April 19, 2017

#### Fall 2017

Issue Date • September 1, 2017  
Closing Date • July 17, 2017  
Ad Materials Deadline • July 19, 2017



## EDITORIAL CALENDAR

With a focus on the United States and beyond, *MILIEU* introduces readers to the best designers and projects, people and places. Shining an editorial light on diverse talent and interior and garden design, each issue of the quarterly magazine is dedicated to embracing the future and acknowledging the past – for what seems new today often has deep roots in the past.

*MILIEU*'s seasonal features include profiles, travel, objects and more.

**Winter 2017**

**Spring 2017**

**Summer 2017**

**Fall 2017**

For editorial inquiries or submissions, please email [editor@milieu-mag.com](mailto:editor@milieu-mag.com)



# PRODUCTION SPECIFICATIONS

## REQUIREMENTS

Trim Size: 8.375 X 10.875      Binding: Perfect

## REQUIRED MATERIAL

We require one SWOP-certified color proof to accompany all ads or a signed waiver releasing MILIEU from any responsibility for the reproduction of your ad. Please send your proof to: MILIEU, 2438 Albans Road, Houston, TX 77005.

## SUBMITTING YOUR FILE

Your digital file can be placed on our online ad portal at <http://filemanager.milieu-mag.com> -- begin by registering, creating a user name and password. Once you are logged in, under "uploaded files" on the bottom left, click on the + icon to add your file. Do not use any special characters in your file name (! \* & % \$ # @, etc.). Select the issue date, and also select your ad type (web ad or print ad). Click submit, and your file is now uploaded.

## DISCLAIMER

MILIEU accepts no responsibility for reproduction of ad material that is not provided in the form requested.

## SUPPLIED MATERIALS

All electronic data, proofs, disks, etc., will be discarded one year after insertion unless otherwise requested.

## CREATING YOUR FILE

All furnished PDF files must be PDF-X1a (vector) print ready. Please do not send your file in its original application file (Quark Xpress, InDesign, etc.).

Before submitting your file, be sure that all fonts are loaded, supporting images are CMYK, at least 300 dpi (bitmap images need to be 1200 dpi), and all colors are converted to process.

Keep all live matter 1/4 inch from the trim on all sides.

Do not menu style your fonts.

All images must be CMYK or gray scale, TIFF or EPS (no JPEG images), 300 DPI at 100%.

Do not nest EPS files into other EPS files.

Total area density should not exceed SWOP 300%.

## AD SIZES

### SPREAD

Bleed	17 X 11.125
Non Bleed	16.25 X 10.375
Trim	16.75 X 10.875
Live Area	16.25 X 10.375

### FULL PAGE

Bleed	8.625 X 11.125
Non Bleed	7.875 X 10.375
Trim	8.375 X 10.875
Live Area	7.875 X 10.375

### 1/2-PAGE VERTICAL

Bleed	4.125 X 11.125
Non Bleed	3.925 X 10.375
Trim	4.125 X 10.875
Live Area (for bleed ads)	3.875 X 10.625

### 1/2-PAGE HORIZONTAL

Bleed	8.625 X 5.625
Non Bleed	7.875 X 5
Trim	8.375 X 5.25
Live Area (for bleed ads)	7.875 X 5

### 1/3-PAGE VERTICAL

Bleed	3.125 X 11.125
Non Bleed	2.375 X 10.375
Trim	2.875 X 10.875
Live Area (for bleed ads)	2.375 X 10.375

### 1/4 PAGE

Non Bleed	3.625 X 5
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## WEB ADS

Please send all web ads as jpeg files.

Full page advertisers: 242 pixels wide X 484 pixels tall.

1/2 page, and 1/3 page advertisers: 242 pixels wide X 202 pixels tall.

1/4 page advertisers: 242 pixels wide X 81 pixels tall.

## QUESTIONS?

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# *A Magazine of Style*

